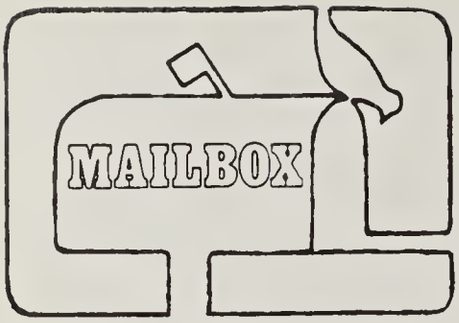
Carolina Country®

May 1985

50 Years Of
Rural Electrification
See Special Section
Pages 19-27



"Bless FDR" For Bringing Electricity To Rural Areas

I enjoy the magazine so much and usually wind up sending clippings from it to friends. I really enjoyed the article in the March issue about the new REA stamp. I well remember that period—before and after. We lived way out in the country and you just can't imagine how happy we were to finally get electricity. Bless FDR—wonderful man!

Mrs. J. R. Lucas
Sneads Ferry

"I Want My Own" Carolina Country

Enclosed is $2 for the wonderful *Carolina Country*. I don't get the magazine, but once in a while a neighbor will bring me hers. I want my own. I can hardly wait. I love it so much.

Jessie Padgett
Rt. 1, Boone

Beribboned Mailboxes: "Neat" Way To Announce Baby's Birth

Thank you for the complimentary copies of the March *Carolina Country*. Having my photo on its cover was very exciting for me. I have received many compliments and even some requests for prints from that slide.

I have a question for you or your readers.

In our community a new tradition has begun: pink or blue ribbons are tied to mailboxes to announce the birth of a baby. I passed three such mailboxes today on my way home from town and each one brought a smile to my face as I thought of the joy of the family.

What a neat way to tell the community about a happy event! I bring this up here because everytime I see it I am reminded of an article on rural mailboxes that you did several years ago.

And now, the question is: Do you or any of your readers know where this custom started and are other communities doing this, too?

My husband speculates that it may have been borrowed from the Amish, who put various signals on their mailboxes to let others know about their family—for instance, that they have a daughter of marrying age.

Judy Hubers
Rt. 1, Pantego

"Miss" Annie Lowry: "An Inspiration and Challenge"

Thank you for the article on "Miss" Annie Lowry in your February issue of the *Carolina Country*.

Not only was she a pioneer in REA, but in education as well. In her teaching, she gave more than 100 percent. I heard her say, "If anything new and good comes along, I want to know it and share it with my students." She was an inspiration and challenge to me as I served as her pastor in the early '70s.

One of my children was fortunate to have had her as his teacher. Her class was always challenging and of much interest to him.

My family and I shared in her life in both the good and happy times as well as the sad times. Her home was a place of rich fellowship and hospitality to all. She is one of many on whom we can reflect and be happy that our paths crossed along life's way.

Thank you for giving her the honor due to her. I am sure many can reflect back upon all this gracious lady has done for Pasquotank County. Yet her response would be, "all I was doing was my duty."

Ben Hall, Pastor
Providence Baptist Church
Rt. 4, Hickory

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VIEWPOINT

A Gift To All The Nation

It's known as Executive Order 7037, a rather undistinguished title for a document that would initiate a total transformation of rural America.

See related stories, pages 19-28.

The two-page order called for the establishment of a government agency called the Rural Electrification Administration.

Its mission: To foster the development of "approved projects" extending electric energy into the nation's rural areas.

President Franklin D. Roosevelt signed the order on Saturday, May 11, 1935, just before leaving the White House for a fishing trip.

He affixed his distinctive signature to the order with enthusiasm for he felt strongly that America's rural areas had long been shortchanged by their limited access to electricity.

Years earlier, he had grown resentful about the inequities involved in how the nation's power lines were distributed when he learned that the electricity at his cottage in Warm Springs, Ga., "was about four times what I paid at Hyde Park, New York."

As a result, he would later call the Georgia resort, "the birthplace of the Rural Electrification Administration."

When the executive order was signed, only one farmer in 10 had electricity. Now, about 1,000 rural electric cooperatives throughout the nation provide electricity for 25 million Americans.

Those non-profit, consumer-owned co-ops—with assets totaling about $50 billion—are symbols of the far-reaching impact of the program FDR launched that spring day five decades ago.

The first loans under the program were approved two months after REA was established as the fledgling agency reached out to help rural people organize themselves into co-ops to provide for their own electric power needs.

The first REA loan for service in North Carolina was awarded to Tidewater Power Co. in Wilmington on Sept. 24, 1935. That firm, which was later acquired by Carolina Power and Light Co., received a $131,000 loan. On Oct. 1, a loan of $161,000 was awarded to the City of Wilson.

The first Tar Heel electric co-op to receive a loan was Edgecombe-Martin County Electric Membership Corporation, based in Tarboro. The EMC received a $32,000 loan to build 32 miles of line that would serve 40 to 50 consumers.

Since those first loans were approved, the rural electrification movement has brought on a quiet revolution that has gone far beyond the wildest imaginings of the program's founders.

It has radically reshaped the lifestyle of rural people across the land, moving them gradually into the American mainstream.

And it has given us a valuable legacy, in the words of former REA Administrator Robert Feragen in his poem, *A Celebration Of Success:*

What was built is not for us alone,
Nor for our children only.
The legacy is the future we make possible:
Cooperation arising from each community,
From rural electrification
For and by the people
Comes a gift to all the nation:
A landscape peopled for freedom,
Rural America binding all America.
Weigh the prize by no balance sheet
But in the heart.

We celebrate the success of many hands.
Listen to the song of our common voice,
New lines whispering on prairie winds,
Whistling on the Outer Banks
Carolling the rich land
Like a surprising hymn,
The doxology of our faith in each other.

In This Issue . . .

6 Here/There/Everywhere

10 Commentary

18 Hank's Gardening Guide

19 50th Anniversary Special:

- It All Began With TVA Page 20
- FDR's New Deal Brings Rural Electrification Page 22
- Looking Back Page 25

19

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WHEN YOU BUY AN AC, BE COOL.

When the temperature soars, don't rush out and buy the biggest room air conditioner in the store. The bigger the unit, the more it will cost. And if it's bigger than you need, the extra cooling capacity will waste energy.

In general, a room smaller than 200 square feet needs a unit capacity of less than 6,000 Btu's. For a room 200-250 square feet, you'd need a window unit from 9,000-11,000 Btu's. Rooms 280-340 square feet need units with up to 15,000 Btu's.

So be a cool customer. Measure the size of the room before you go shopping and you won't get burned.

We're All In This Together. EMC

Congratulations! It's only Parkinson's Syndrome.

A lot of people couldn't be more wrong about Parkinson's. They think it's a nice, mild little illness that makes old people's hands tremble, but really doesn't do too much harm because it doesn't kill.

Until they get it themselves. Then they begin to understand the incredible terror that can cause them to want to hide from the world and even from their families. Then they know what it's like not to be able to hold a fork. Or a pen. Or a conversation. And to live with the constant fear that Parkinson's will make you so weak you'll fall victim to heart disease, or any of a dozen other killers.

But the sad truth is that people suffering from Parkinson's often wish they were dead. Because it attacks the human spirit as well as the human body. That's why we ask you to help get it, before it gets you. Because as you grow older, as our population grows older, Parkinson's threatens to become a national epidemic. The number of reported cases doubled between 1970 and 1980. And yet Parkinson's can be treated. Victims can be rehabilitated. And hopefully a cure can be found before Parkinson's strikes you or someone you love.

NPF

Let's get it, before it gets you.

You can help by sending a generous tax-deductible gift and request for more information to:
The National Parkinson Foundation, Bob Hope Road, Miami, Florida 33136
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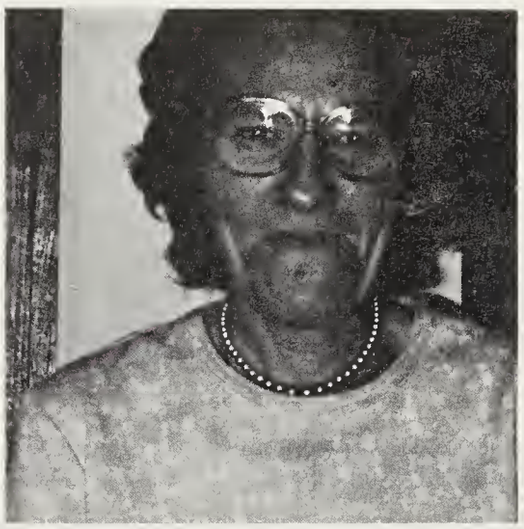
Joseph B. Smith
and, North Carolina

very pleased with the prompt response I received .I.F. last year after my stay in the hospital. Thank ery much. It really helped a lot."

Joe D. Dwyer
Reeds Spring, Missouri

"I have dealt with other insurance companies, but never have I received such good service. The $3,250 you sent me came at a very needy time. I will be very happy to recommend your company to anyone."



Vera Lene Tickle
Bland, Virginia

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Turkey Cooking Contest Open Through July 15

Entries are now being accepted in the Fourth Annual North Carolina Turkey Cooking Contest, sponsored by the N.C. Turkey Federation.

Prizes totalling $1,050 will be awarded to the five contest finalists.

To be eligible for the competition, a recipe must call for turkey parts rather than the whole bird and must yield four to eight servings.

Entries must be mailed by July 15.

To enter, submit your recipe—along with your name, address and phone number on the front of the entry—to Turkey Contest, N.C. Turkey Federation, P.O. Box 2431, Raleigh, N.C. 27602. Multiple entries are permitted, but each must be on a separate sheet with name, address and phone number.

Entries Sought For Fair's Quilt Show

Entries are now being sought for the quilt show of the 1985 High Country Fair in Boone, which is scheduled for July 26-Aug. 4.

The show, which will feature cash prizes in seven classes, is open to individuals as well as groups.

Quilts must be presented between June 17 and June 21 at the fair office.

For more information write to High Country Fair, 226 Highway 105 Extension, Boone, N.C. 28607 or call (704) 264-5731.

New Books To Aid Geneology Research

Geneology enthusiasts could find their research easier through the use of two new reference works that have been published by the North Carolina Division of Archives and History's Publications Section.

They are *North Carolina Local History: A Select Bibliography* by George Stevenson, which contains a listing of published local history sources by county and geographical area, and *Guide To Research Materials in the North Carolina State Archives, Section B: County Records.*

The Stevenson book includes social, economic, archaeological, town, county, church and institutional histories and studies. The 209-page bibliography costs $5 plus $1 for postage and handling.

The 270-page guide contains a summary list of records for each North Carolina county available in the archives as of March 31, 1982. The volume costs $8 plus $1 for postage and handling.

Both books may be ordered from the Historical Publications Section, Division of Archives and History, 109 E. Jones St., Raleigh, N.C. 27611. Checks should be made payable to the Department of Cultural Resources.

Publication Reviews State's Laws On Floating Homes

If you're interested in owning a floating home, a new publication from UNC Sea Grant could provide helpful guidance.

The publication, *Living On The Water*, was written by Walter Clark, Sea Grant's coastal law specialist.

It explains the latest laws and regulations concerning floating homes in North Carolina.

For a free copy, write to UNC Sea Grant, NCSU, Box 8605, Raleigh, N.C. 27695-8605. Ask for publication number UNC-SG-BP-85-1.

Wildlife "Summit Vacation" Set At Black Mountain

Field trips, workshops and outdoor demonstrations are planned as part of the National Wildlife Federation's Blue Ridge Summit Vacation in Black Mountain, June 22-28.

Through a unique combination of recreation and education, the program allows participants to tailor their schedules to suit their own needs and interests.

Meals and lodging for the Blue Ridge Summit will be provided by the YMCA Blue Ridge Assembly. Fees are $160 per adult and $80 per child.

For more information about this and other 1985 Summit Vacations, write to Summit Vacations, Dept. BNR, National Wildlife Federation, Washington, D.C. 20036 or call (703) 790-4363.

Seven Operas Slated At Brevard Music Center

Seven different productions have been scheduled for the 49th season of Brevard Music Center in Brevard,

Home Folks

Maxzina Clement of Oxford was one of 52 4-H volunteer leaders from 50 states, the District of Columbia and Puerto Rico who were recognized recently at a 4-H Salute to Excellence program in Washington ..... Five women have been honored by Gov. James G. Martin as recipients of the 1985 Distinguished Women of North Carolina awards. The awards went to **Virginia Burroughs Davis** of Stoneville, who has been active in N. C. Grange activities since 1946 and who served from 1955 to 1963 on the board of the N.C. Rural Electrification Authority; **Elizabeth Duncan Koontz** of Salisbury, who was the first black elected president of the National Association of Educators; **Jane Smith Patterson** of Raleigh, who was secretary of administration under Gov. James B. Hunt; **Barbara Gardner Proctor** of Chicago, formerly of Black Mountain, an advertising executive who was inducted into the Smithsonian Institution's Hall of Fame and **Florence I. Ryan** of Asheville, a noted social worker and women's rights advocate.

beginning in June.

The opera season opens June 29 with Rossini's "Barber of Seville." Others on the schedule are: Gilbert and Sullivan's "Gondiliers," to open July 5; a double bill featuring "Cavalleria Rusticana" by Mascagni and "Gianni Schicchi" by Puccini, to open July 12; Lerner and Lowe's "Brigadoon," to open July 26; Bizet's "Carmen," to open Aug. 2 and Loesser's "The Most Happy Fella," to open Aug. 10.

For more information write to Brevard Music Center, P.O. Box 592, Brevard, N.C. 28712-0592 or phone (704) 884-2019.

Oops!

The photo below inadvertently appeared in the April *Carolina Country* without an identifying caption. It accompanied a story about a special tribute that was paid to Gwyn B. Price of Warrensville for his work in the North Carolina rural electrification program.

Price, at right, is accepting a plaque from Marvin Marshall, manager of South River Electric Membership Corporation, Dunn, who was making the presentation in his capacity as president of North Carolina Electric Membership Corporation.

Oops, Again!

The item on these pages in the April issue regarding Elderhostel programs included an incorrect address for the program's headquarters. The correct address is Elderhostel, 80 Boylston St., Suite 400, Boston, MA 02116.

The program offers learning experiences for those 60 years of age or older at various academic institutions.

Information about the North Carolina programs may be obtained from Bob Wagoner, 204 Abernethy Hall, Room 002A. UNC-CH, Chapel Hill, N.C. 27514. Phone: (919) 962-1123.

Summer Camp To Explore Energy, New Technology

A special summer camp has been scheduled for Aug. 4-9 to give young people, ages 12 to 16, an opportunity to learn more about electricity and new technology.

The camp will be held at Betsy-Jeff Penn 4-H Camp near Reidsville.

Topics to be covered during the week include what computers can and cannot do, new cooking techniques, electric experiments, designing and wiring electric circuits, generating electricity, conserving energy, new energy sources, mysteries of lighting, blacklighting and fluorescent lighting.

Recreational activities during the week include a magic show, dance, movie, swimming, canoeing, volleyball, archery, crafts and photography.

The cost of the camp is $100 which includes lodging, meals, insurance, transportation and other camp expenses.

Attendance at the Electricity and New Technology Camp is limited to 150 youngsters.

The camp is sponsored by the Department of Biological and Agricultural Engineering and the N.C. Agricultural Extension Service at North Carolina State University in cooperation with Carolina Power and Light Co., Duke Power Co., North Carolina Power Co. and Nantahala Power and Light Co.

Continued on page 8

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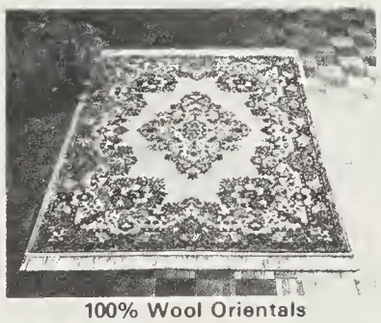

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Continued from page 7

Additional information and applications can be obtained from county extension agents or from Robert McLymore, NCSU, Box 7625, Raleigh, N.C. 27695-7625 (phone 919-737-2675).

The deadline for applications is July 15 although youngsters are urged to apply early since spaces are expected to fill rapidly.

EMC Directors Re-elected

A total of 17 incumbent directors have been re-elected to the boards of five North Carolina Electric Membership Corporations during recent co-op annual meetings:

- **Edgecombe-Martin County EMC**, Tarboro—Re-elected were: Dennis Briley of Hassell, W. Kitchin Benson of Battleboro and Alice Wilson of Tarboro.
- **Wake EMC**, Wake Forest—Re-elected were : Newman I. Bailey of Wake Forest, Dan E. Woody of Rt. 3, Oxford and J. Howard Conyers of Rt. 1, Franklinton.
- **Jones-Onslow EMC**, Jacksonville—Re-elected were: Percy Jenkins of Rt. 1, Sneads Ferry, Billie Jean Jones of Rt. 1, Maysville, Fletcher Barber of Trenton and Horace Phillips of Jacksonville.
- **Halifax EMC**, Enfield—Re-elected were: Helen Fleming of Rt. 2, Scotland Neck, Plummer Hardy Jr. of Rt. 3, Enfield, Morrell Jones of Rt. 1, Enfield and G. W. King of Rt. 1, Warrenton.
- **South River EMC**, Dunn—Re-elected were: Francis Clifton of Rt. 1, Faison, Charles E. Collier of Rt. 1, Linden and Ralph Johnson of Rt. 1, Roseboro.

Cover: New Allen Montague Painting Marks Rural Electrification's 50th Anniversary

Our cover this month is an original acrylic painting that was prepared by Raleigh artist Allen Montague to mark this year's 50th Anniversary of the nation's rural electric program.

The painting, titled "Times Past," was commissioned by the North Carolina Association of Electric Cooperatives as part of its observance of the anniversary.

Signed and numbered limited edition prints of the painting are now being offered for sale by the association and the artist. (See coupon below for details.)

Montague, a lifelong resident of Raleigh, has been a fulltime artist for the past seven years. He's a "Lifetime Artist" with Ducks Unlimited and his works are catalogued by Sotheby Parke-Benet, the internationally known art auction house.

Another of his paintings was featured on the *Carolina Country* cover last August.

Signed and numbered limited edition prints of this month's cover are available with an image area of 22″ by 16″ plus the border.

The prints are priced at $50, including postage and handling.

Please send me: _____ 50th Anniversary Prints at $50 each.

Enclosed: $ _____

NAME

STREET ADDRESS CITY STATE ZIP CODE

Mail orders to: Anniversary Print, P.O. Box 27306, Raleigh, N.C. 27611.

"High Mass" Solar Homes Plan Book Now Available

A free plan book on "High Mass" Solar Homes is now available from the Carolinas Concrete Association.

The plan book contains sixteen "High Mass" homes designed by Innovative Design of Raleigh and a number of plans from other sources. The energy savings designs project significant savings in both heating and cooling through efficient use of passive solar technology. The book can be obtained by writing PLAN BOOK, P.O. Box 7875, Greensboro, NC27407.

"Pride In Tobacco" Festival Set In Kenly

The 1985 "Pride In Tobacco" Festival in Kenly, featuring music, crafts, displays and other activities, has been scheduled for June 22 from 10 a.m. to 6 p.m.

For additional information, write to Susan Phillips, Rt. 1, Box 230-J, Kenly, N.C. 27542.

Old Homes Tour Slated In Beaufort June 28-29

The 1985 Old Homes Tour of Beaufort, featuring 18th and 19th Century private homes and churches, is scheduled for June 28-29, under sponsorship by the Beaufort Historical Association.

A tour ticket donation of $10 per person will be honored during both days of the event.

Other features of the weekend will be an antique show and sale, an encampment by the Carteret Volunteer Militia, historic crafts demonstration and a musical program by the Carteret Corale.

For more information on the Old Homes Tour, write to Beaufort Historical Association, P.O. Box 1709, Beaufort, N.C. 28516 or phone (919) 728-5225.

Asheville Women Representing State In National Cooking Contest

Doris L. Gibson of Asheville will represent North Carolina at the 36th National Chicken Cooking Contest May 16 at the Grove Park Inn in Asheville.

Her recipe for Nutty Oven-Fried Chicken (See box), will compete with recipes that'll be prepared by finalists from the other 50 states.

A total of $20,000 in cash prizes will go to the winners.

The top prize will be $10,000, while the four runners-up will receive prizes ranging from $4,000 for second place to $1,000 for fifth.

NATIONAL CHICKEN COOKING CONTEST ©

A panel of food editors from leading national magazines and major newspapers will serve as judges for the competition, which has been held regularly since 1949.

It was conducted on an annual basis for several years, but is now on an alternate-year schedule.

North Carolina, which ranks fourth in the nation among poultry producing states, is hosting the contest for the second time.

The Silver Anniversary Cook-Off was held in Winston-Salem in 1974.

For a cookbook containing the state winners in the 35th National Chicken Cooking Contest, send a stamped, self-addressed envelope and $1.50 for postage and handling to: Chicken Cookbook, c/o N.C. Poultry Federation, Box 2431, Raleigh, N.C. 27602.

Nutty Oven-Fried Chicken

3 whole broiler-fryer chicken breasts, halved and skinned
½ cup buttermilk
2 tablespoons fresh lime juice; reserve peel
1 tablespoon Worcestershire sauce
1 tablespoon soy sauce
1½ teaspoons paprika, divided
½ teaspoon salt
½ teaspoon pepper
¼ teaspoon garlic powder
3 slices whole wheat bread, broken in pieces
2 tablespoons margarine, chilled, cut in pieces
¾ cup cashews
½ cup sesame seed
lime slices

In large bowl, make marinade by mixing together buttermilk, lime juice, Worcestershire sauce, soy sauce, 1 teaspoon of the paprika, salt, pepper and garlic powder. Add chicken, turning to coat; set aside. In blender, place whole wheat bread, margarine and remaining ½ teaspoon of the paprika. Blend; remove to shallow dish. In blender, place peel from ¼ lime, cut in strips, and cashews. Blend, add to bread mixture and stir in sesame seed.

Remove chicken from marinade, drain and place in bread mixture, one piece at a time, dredging to coat. Arrange chicken in lightly greased shallow baking pan and place, uncovered, in 350° F. oven for about 35 minutes or until fork can be inserted in chicken with ease. Garnish with lime slices. Makes six servings.

A RONK BLOCKER™ stopped mastitis in our herd!

WARREN SNODGRASS, O & W DAIRY FARM, ORCHARD, NE

"Since installing a Ronk Blocker stray voltage isolator, we no longer treat cows for mastitis . . . before, we always had ten or more in treatment. Our somatic cell count has dropped and cow teat-end irritation from stray voltage has stopped. It's nice not to worry about milk loss to mastitis."

Yes, stray voltage can be a constant problem, especially on dairy farms that are supplied by multi-grounded electric distribution systems. The Blocker, installed between primary and secondary neutrals of electric service transformers, "blocks" any primary neutral current from entering the secondary neutral circuit and the system grounding conductors . . . thus maintaining electric service safely while eliminating any "off-farm" stray voltage. Check with your local REA office about installing a Ronk Blocker, then order direct with coupon. Allow 3-4 weeks for delivery.

Offer expires 12-2-85 — good only in N. Carolina

ONLY $419.95 FREIGHT FREE

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ADDRESS _____

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MONEY ORDER ☐ CHECK ☐ (NO C.O.D.'S)

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Look Up!

Don't Be A Victim Of Carelessness

More than 1,000 Americans lost their lives last year due to contact with electricity.

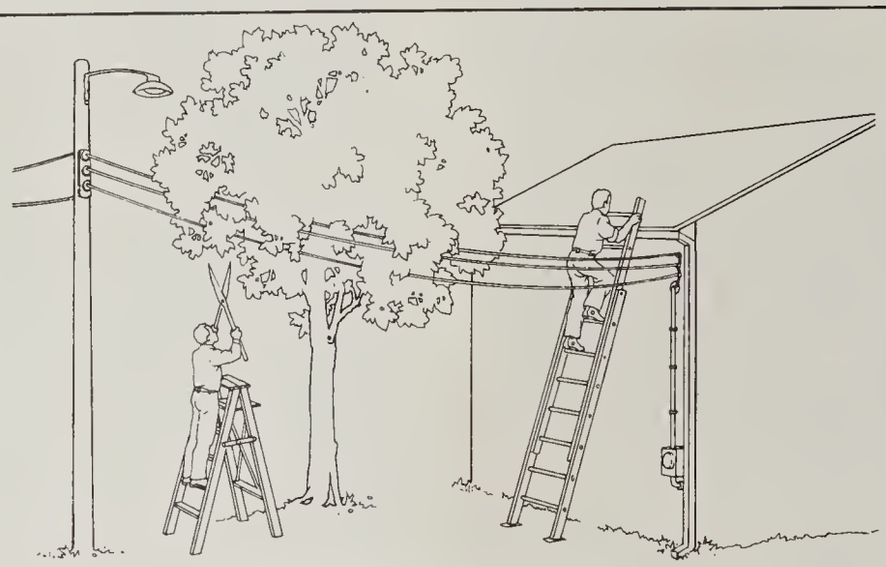
About 100 of those fatalities occurred on farms, according to the National Safety Council. Of that number, about 60 percent involved overhead lines. Auger and double-chain elevators accounted for 30 percent of the fatalities.

Carelessness is usually the cause of these accidents—a cause which could be eliminated through the use of caution around power lines.

To avoid becoming one of these statistics of carelessness, follow these safety tips around power lines:

- Do not stack metal pipe under a power line. Never upend a length of pipe near any power line.
- When moving a building or any high load that might not clear power wires, notify the power supplier. Never attempt to raise the wire yourself.
- Watch out when using aluminum ladders near power lines or service drops. Better yet, DON'T!
- Never drill a well under a power line. If your power wires pass your well and your pump needs repair, uncouple at each joint so as to avoid accidental contact with wires.
- Grain elevators and augers and crop dryers being moved on roads or farmsteads can come in contact with overhead wires.
- Never install a television antenna within falling reach of a power line. If you already have such an installation, plan to move it to a safe location. Better notify your cooperative so they can de-energize the line before you move it.
- Who would build a building or place a haystack under power lines? It happens all too frequently, and the cost can be high in terms of life or serious injury.
- If you are in a car or truck which is involved in an accident with a power pole and loose lines are about, stay in the vehicle. As long as you are in the vehicle you are insulated from live lines. If you come upon the scene of an accident involving a power pole, remember that live lines can kill you if you rush to the vehicle in the accident and come in contact with these lines.

So, remember to LOOK UP!



Danger! Metal conducts electricity!
Keep ladder away from power lines and live electrical wires.

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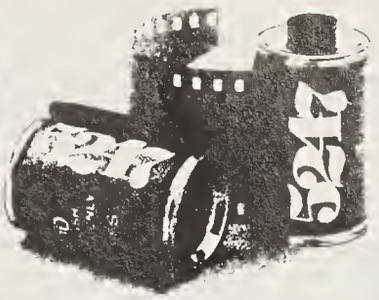

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Gone would be the sweet smell of the alfalfa.

Gone would be the sprawling oak next to the field, where you always stopped for lunch.

Gone would be the smell of the sticky, muddy earth after a rain.

Gone would be the barn where you played as a child. And pondered life as an adult.

Maybe not today, tomorrow, or next year. But someday, unless you invest in the future of farming by investing in the Future Farmers of America.

In your estate planning, consider a tax-deductible gift or a bequest to FFA.

For information call or write the Future Farmers of America today.

Farming is too important to leave behind.

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They are then delivered, *free of any charge,* throughout the United States.

Dogs for the Deaf is a fully non-profit tax exempt organization working to meet critical needs.

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Send $3.00 in cash (no stamps) for each pattern to: CAROLINA COUNTRY, Reader Mail, P.O. Box 58, Woodside, New York, NY 11377. Add 50¢ for postage and handling. Be sure to include your full address, zip code and pattern number and size.

COUNTRY KITCHEN

Want To Share Your Recipes?

If you would like to share a recipe with this column, send it to: CAROLINA COUNTRY, P.O. Box 27306, Raleigh, NC 26711.

We pay $5 for published recipes and present each monthly winner a set of 50 recipe cards with the winning recipe printed on them.

Strawberry Jello Pie

Submitted by Mrs. Peggy Marion of New London

- 2 3 oz. packages strawberry jello
- 1½ cups pineapple or orange juice
- 3 graham cracker pie crusts
- 1 large can chilled evaporated milk
- 1 cup sugar
- 2 beaten eggs
- 1½ cups fresh strawberries

Mix sugar and juice. Bring to boil. Add beaten eggs and jello. Let cool. Whip milk. Fold into above mixture. Pour into pie crust. Top with strawberries. Chill overnight.

DO YOUR OWN THING

Making Spring Last Forever

Learn to preserve flowers and greenery from your garden by using common household products! Several methods of drying are given in this 16-page, step-by-step instruction guidebook including special techniques necessary for drying complex flowers such as roses and carnations.

For a professional finished look, easy-to-follow diagrams show you how to wire flowers and stems. Also featured are full-size patterns and directions for building a wooden vase and planters.

To obtain DRYING FLOWERS WITH HOUSEHOLD PRODUCTS, #U105, send $3.75, including first class postage and handling.

If you're not growing your own flowers, why not make them? Mix and match carnations, daisies, daffodils and more to create your own floral bouquets. This 23-page guidebook includes full-size patterns and step-by-step directions for a variety of flower designs made from pastel-colored plastic egg cartons!

The soft plastic cuts easily with a craft knife or scissors. To obtain EGG CARTON FLOWERS, #H190, send $5.00 including first class postage and handling.

If you enjoy a variety of handicrafts, you may like to try our HANDICRAFT GRAB BAG, #CB17 (six different guidebooks NOT including #U105 or #H190), $9.95.

Send your check to **Tom Niekarz, c/o Carolina Country, P.O. Box 2383, Van Nuys, CA 91409-2383.**

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Step-by-step instructions, photos and drawings allow even the amateur woodworker to build this piece. To obtain LAWYER'S BOOKCASE, Plan #700, send $3.95. Or, order our collection of three OAK FURNITURE CLASSICS, which includes the #700 Lawyer's Bookcase as well as an ice box and file cabinet., #C55, $6.50. Both prices include first class postage and handling.

Send check or money order to **Steve Ellingson, c/o Carolina Country, P.O. Box 2383, Van Nuys, CA 91409-2383.**

The Official RE Group Hospital Plan *for Members Only!*

Pays You
$1,500.00 a Month
$350.00 a Week
$50.00 a Day
Hospital Cash Benefits from the very FIRST DAY for covered SICKNESS! ACCIDENTS!

A note from
NRECA Executive Vice President and General Manager, Bob Bergland, former U.S. Secretary of Agriculture

I've been an enthusiastic supporter of the NRECA all my life. In fact, my father was one of the original incorporators of the Roseau Electric Cooperative in Minnesota, where I still own a farm.

The NRECA has been serving its members for over 50 years, and I'm very pleased it has stepped in to help them with the very serious health-cost crisis they are facing.

The American Hospital Association reports the average cost of a hospital stay is now well over $2,400.00. And yet, most health policies pay only 80%, or less, of that bill. And pay that only after a deductible of $100.00 or more. Medicare, of course, pays even less.

So the harsh reality is, if you should have an accident or become ill, the exorbitant cost of medical care could cost you hundreds, even thousands of dollars out of your own pocket. You may be forced to use your hard-earned savings—or even have to borrow money to pay your share of the bill.

That's why the RE Member Group Hospital Plan is so important. It gives you the protection you need to help make up the difference in hospital costs your present insurance doesn't pay—and at *low group rates.*

The NRECA has always taken its responsibilities to you, our RE consumers, seriously. So when we recommend the RE Member Group Hospital Plan, you can be sure it is one of the BEST values in America today!

Bob Bergland

Here's how your RE Plan helps you beat the rising cost of hospital care:

Pays you $1,500.00 a month—$350.00 a week—$50.00 a day cash!

You'll collect these cash benefits whenever you are hospitalized for a covered sickness or accident. In fact, you'll collect when your doctor places you in the hospital for any reason—even a simple checkup. You're even covered for normal childbirth when pregnancy occurs anytime after your certificate is issued.

Pays you $2,250.00 a month—$75.00 a day—for Cancer, Heart Attack

Your daily benefits are increased 50% if you or any covered member of your family is hospitalized for cancer (including leukemia and Hodgkin's disease) or heart attack (acute myocardial infarction).

Pays you double benefits; $6,000.00 a month—$200.00 a day—for you and your spouse

Under the Husband-Wife or All-Family Plans, you'll collect double your regular benefits during the time you and your spouse are both in the hospital—due to the same or different accidents.

Pays full benefits for all ages from the very first day

You'll collect $50-a-day cash benefits from the VERY FIRST DAY and for EVERY DAY you're hospitalized for a covered sickness or accident—regardless of age.

Since hospitals charge the same for all ages, we feel it's only right for everyone to collect the same benefits.

You'll find that many plans have reduced benefits for younger or older age groups. But your RE Member Group Hospital Plan has no reductions for anyone at any age—even after 65.

Pays cash benefits directly to you—in addition to any other insurance

You'll collect benefits over and above any other insurance—including major medical, workers' compensation—even Medicare.

And that's what makes your RE Member Group Hospital Plan so important—because many health policies pay only 80% of your hospital bill. We send the check straight to you to spend as you wish—to help pay the leftover bills, or even household expenses. Of course, if you prefer, you can tell us to send the benefits to your hospital or doctor. The choice is yours.

What's more, your benefits are not subject to state or federal income tax.

You get lifetime coverage and benefits

There is no limit to the number of days you can collect benefits—even if you're hospitalized for the rest of your life, as long as the Master Policy is in force.

We can't cancel your protection or raise your rates individually

You cannot be singled out for cancellation—no matter how old you become or how many claims you have.

What's more, we can never raise your rates unless we do so for all certificates like yours issued under this group plan. And—your rate will not change when you move from one age group to another—even if your health changes.

Please note these limitations

For confinement due to mental illness, half benefits are paid for up to 30 days.

Old health problems (those that became evident or were treated before the effective date of your certificate) are not covered for the first year of your certificate. But once that year is up, these pre-existing conditions are covered!

Plus . . . a special added benefit!

Up to $10,000.00 Cash Benefits for Accidental Death or Dismemberment

In addition to the hospital benefits provided, if you or a covered family member is killed or injured in an accident, we will pay benefits in the following amounts. Of course, this is for covered accidents that happen while your certificate is in force.

Loss of life, both arms, both legs, one arm and one leg, or sight of both eyes:	Insured	Spouse	Child
	$10,000	$10,000	$2,000
Loss of one arm, one leg or one eye:			
	$5,000	$5,000	$1,000

You can't be turned down! No salesman will call

We guarantee to issue your RE Member Group Hospital Plan regardless of your age, health or size of family. As soon as we receive your completed acceptance form, we will issue your certificate and put it in force. No salesman will call!

Your coverage begins immediately. There is no waiting period. Of course, we can issue only one certificate to you on a guaranteed issue basis.

Your certificate will come to you in this handsome vinyl document holder

It's yours to keep even if you change your mind about your need for this extra protection.

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With these plans, you can insure family members at a greater savings than buying separate insurance—and all collect full cash benefits!

Individual Plan

Ideal for the single person . . . or for the individual family member who needs protection and wants separate insurance.

Husband-Wife Plan

Designed for the married couple without children or whose children are grown. Pays full benefits for both of you—no reductions for the spouse.

All-Family Plan

Offers protection for the entire family —father, mother and all eligible dependent children—with full benefits for all. Future additions to the family are covered automatically at no extra cost.

One-Parent Family Plan

Created for the special needs of the single parent. Covers you and all eligible dependent children with full benefits for all.

NOW Choose the Benefit OPTION You Need . . .

Your First Month's Premium is Only $1.00! Then Continue at the Low Monthly Rate Shown.

Both options pay you cash benefits beginning the very first day you're hospitalized for a covered sickness or accident.

Check Option A or Option B and the Plan you've chosen on the Acceptance Form below . . . then mail it to Physicians Mutual with your $1.00 today.

A **$1,500.00 a month $50.00 a day**

	MONTHLY PREMIUMS Under 60	60 and Over (use age of principal insured)
Individual Plan	$15.35	$23.35
Husband-Wife Plan	29.75	45.75
All-Family Plan	34.95	50.95
One-Parent Family Plan	20.55	28.55

B **$900.00 a month $30.00 a day**

	MONTHLY PREMIUMS Under 60	60 and Over (use age of principal insured)
Individual Plan	$ 9.95	$14.95
Husband-Wife Plan	18.75	28.75
All-Family Plan	21.95	31.95
One-Parent Family Plan	13.15	18.15

NOTE: ***Your renewal rate does not increase and your benefits do not decrease as you move from one age group to another.***

When your certificate arrives, you'll be given the opportunity to save 8 1/3% by paying your premiums once a year, instead of each month. If you choose to do so, you'll be getting 12 months for the price of 11!

NOW—just complete your guaranteed acceptance form below and mail with $1.00 today to: Physicians Mutual Insurance Company, 42nd and Dodge, P.O. Box 3313, Omaha, Nebraska 68172. No salesman will call.

(cut on dotted line)

MEMBER GROUP HOSPITAL PLAN—GUARANTEED ACCEPTANCE FORM (Please Print)

NAME _____ (First) (Middle Initial) (Last)

ADDRESS _____ (Street) (Apt. No.) (City) (State) (Zip)

PHONE NO. (_____) _____ (for customer service only) **SEX** (check one) Male ☐ Female ☐

DATE OF BIRTH _____ (Month Day Year) **AGE** _____

Choose the Plan You Want (check one)

☐ Individual Plan 4 ☐ All-Family Plan 1

☐ Husband-Wife Plan 3 ☐ One-Parent Plan 2

Select Option You Prefer (check one)

☐ **OPTION A**—Pays $50 a day from very first day for sickness or accident. 35419-404

☐ **OPTION B**—Pays $30 a day from very first day for sickness or accident. 35419-403

Information About Your Spouse
(complete if you choose the Husband-Wife or All-Family Plan)

NAME _____ (First) (Middle Initial)

DATE of BIRTH _____ (Month Day Year) **SEX** _____

I enclose my first month's premium of $1.00. I understand the certificate is not in force until issued and benefits will not be paid for old health problems unless confinement begins more than one year after the issue date.

SIGNATURE X _____ (Insured's Signature SIGN—DO NOT PRINT) **DATE** _____

Please make check or money order payable to:

E-400 **Physicians Mutual 42nd and Dodge P.O. Box 3313 Omaha, Nebraska 68172**

Attack Fleas In The Home As Well As On Your Pet

As the annual battle against fleas begins again with the hot, humid days of a North Carolina summer, pet owners may feel tired of barely scratching the surface of their flea problems.

Veterinarian Dr. Stephen W. Crane of North Carolina State University's School of Veterinary Medicine says fleas are not only physically irritating to both pets and their owners, but a severe infestation of the blood-sucking pests can also make an animal anemic.

A flea can pass from the egg stage to a mature breeding adult in as little as 14 days when conditions are right. This quick life cycle makes regular flea control not only difficult, but critical.

Dr. Charles S. Apperson, NCSU associate professor of entomology, recommends a two-pronged approach to flea problems which includes both controlling fleas on the pet as well as in the environment.

"Since pets are the source of flea infestations indoors, they should be inspected at least once a week and treated if necessary," Dr. Apperson said.

Many different products are available for controlling fleas on pets. They include sprays, dips and oral medication dispensed by a veterinarian, as well as off-the-shelf collars and powders.

Dr. Crane said oral flea medication from the veterinarian can take two forms. One type helps to relieve itching, and the other, an insecticide, enters the animal's bloodstream and acts as a poison to the fleas that bite.

Dr. Crane explained that oral insecticides can have side effects if used continuously over a long period of time. He recommends reserving this control measure for very serious flea infestations or to get through the worst part of the year.

Any preparation for controlling fleas on pets should always be used as directed by the manufacturer or veterinarian, Dr. Crane said.

In the pet's surroundings, Dr. Apperson says both mechanical cleaning and chemical applications are effective in reducing fleas.

Regular vacuuming and sweeping in the home as well as steam cleaning the carpet will remove many flea eggs and larvae.

In order to prevent fleas from escaping the vacuum cleaner, bags should be discarded immediately or placed in the freezer for several days before reuse, Dr. Apperson said.

Sprays and foggers are also available for controlling fleas in the home, and of the two, the aerosol fogger will penetrate carpets better, Dr. Apperson said.

He added that vacuuming the carpet to raise the nap before applying a pesticide will aid penetration. After applying the chemical treatment, carpets should not be vacuumed again for seven to 10 days.

Although most pesticides have very little residual activity, some foggers now contain precor, a substance which will provide residual control of immature fleas, he said.

"While these control measures can put a big dent in a flea problem, they are ineffective if the house is continuously re-infested with fleas from a pet. Controlling fleas on the pet is equally important," Dr. Apperson said.

To control fleas, pesticides also may be applied outdoors around pet quarters, foundation crawl spaces and in the lawn.

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"Brothers and sisters, I want to tell you this. The greatest thing on earth is to have the love of God in your heart, and the next greatest thing is to have electricity in your house."

Farmer giving witness in a rural Tennessee church in the early 1940s

THE NEXT GREATEST THING: a special publication of the National Rural Electric Cooperative Association commemorating the 50th anniversary of rural electrification. The coming of lights to rural America is stunningly portrayed in this magnificent photo history – life as it was and as it came to be through the miracle of electricity. Featuring some of the finest photos ever taken of rural America and rural electrification. More than 700 photos beautifully printed in a hard bound edition with a four-color dust jacket, 9x12 inches, 256 pages. A book you'll keep and cherish. Order your copy now. **Special Electric Co-op Member Price $27.85** including shipping and handling.

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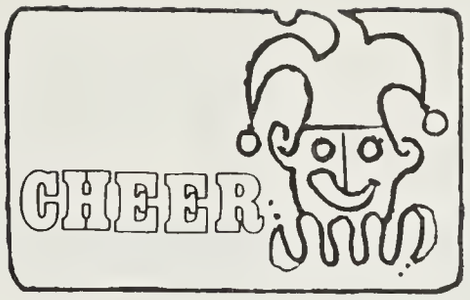


A man was driving along a highway when he was stopped by a traffic cop. "You were speeding," said the policeman politely. "I will have to give you a ticket."

"But I wasn't speeding," the man protested. "I was only doing 40."

"I'm sorry, sir," said the policeman, "But you were doing 50 in a 40-mile zone."

"Now look here," said the man belligerently, "I know I was only doing 40."

The argument continued briefly until the man's wife interrupted.

"You're wasting your breath, officer," she said. "You can't argue with my husband when he's been drinking. I ought to know."

. . . . . .

A woman of 84 was asked what she does to look so young. She said "I have four boy friends."

The guy said, "Four boy friends?"

She said, "Yes. I get up with Will Power. Go for a walk with Arthur Ritis. Come back with Charlie Horse and go to bed with Ben Gay."

. . . . . .

Two friends were talking about the local boy who made good as a country singer.

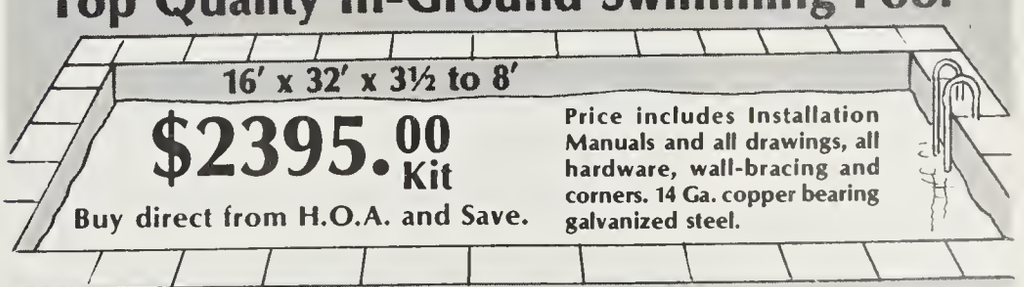
"They tell me," said the first man, "that his singing helped sell thousands of radios."

"I wouldn't doubt it," said the second man. "It made me sell mine!"

EMC ANNUAL MEETINGS CALENDAR

Date	Electric Membership Corporation	Time	Location
June 8	Blue Ridge, Lenoir	Registration: 8:00 a.m. Business Meeting: 10:00 a.m.	Ashe Central High, West Jefferson
July 19	Randolph, Asheboro	Registration: 6:30 p.m. Business Meeting: 8:00 p.m.	Lee J. Stone Stadium, Asheboro High School

Top Quality In-Ground Swimming Pool



16' x 32' x 3½ to 8'

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HANK'S GARDENING GUIDE

As spring marches toward summer, flowers should be plentiful in the garden. Summer annuals begin to replace spring-flowering bulbs, and many perennials are beginning to bloom. Roses begin to peak now.

Rooting Mums

Now's the time to take cuttings of chrysanthemums to increase your supply of these autumn-flowering beauties. Cut the three to four-inch tips of new tender growth on established plants. Remove leaves from bottom half of cuttings. Dip the ends in a root-inducing hormone, available at garden centers.

Plunge the cuttings into a soil mix that contains about one-half sand. Insert cuttings so lower half is beneath soil and the lower leaves are resting on the soil.

If soil mix is kept warm and moist, roots should begin to form within ten days.

Vegetables

Sow seeds of these vegetables in open ground now: squash, beets, carrots, cantaloupes, corn, lima beans, okra, Southern peas and watermelons. Set out eggplant, pepper, sweet potato and tomato plants from trays, flats or individual pots.

Feed Camellias and Azaleas

Continue to apply an acid fertilizer to camellias and azaleas that bloomed earlier this season.

Roses Tall and Leggy

Many rosarians recommend cutting such plants back about half as much as you normally would during late winter or spring pruning.

Fertilize and water plants well to encourage strong growth for fall blooming. Be sure to keep insects and diseases under control to protect new growth.

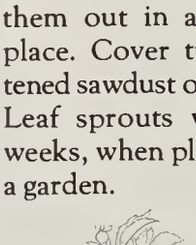
Prune Spring-flowering Shrubs

Don't forget to prune flowering shrubs once they have completed blooming. These are plants such as forsythia, the spireas, flowering quince and azaleas. If plants are of desired size, only a light pruning is necessary.

Prune plants that produce berries in the fall (as pyracantha and Burford holly) while they are in bloom. Berries are produced where flowers are formed. By pruning at this time, the gardener can avoid cutting away all the blooms which will form berries for fall and winter color.

Dahlia Care

Now's the time to take those dahlia tubers out of winter storage. Heel them out in a well drained, shady place. Cover tubers with old moistened sawdust or peat moss and leaves. Leaf sprouts will appear in a few weeks, when plants are ready to set in a garden.



When sprouts are one to two-inches long, cut tubers apart so that each sprout has attached to it a tuber or piece of tuber. The sprout will make a new plant. Larger sections of the tuber will make several sprouts, as the tuber is only a "storage battery." Extra sprouts may be pulled away and rooted. They will produce blooms the first year.

Dahlias are not fussy about soil or location. They will grow in any good garden soil. Dahlias show appreciation for an extra feeding of superphosphate and a liberal amount of humus worked into the soil before planting. Shade plants until established. They'll also need watering once a week if rainfall is scant, but too much water can cause tubers to rot at this stage of growth.

As plants begin to form clusters of leaves, they'll need shading for a few weeks. This is the time to stake the plants. Lean a board against the stake for shade. Later on, the stake will be used to support the somewhat top heavy plants.

Summer Cultivation

Newly set plants should have a generous circle of cultivated soil around them in order to keep grass and weeds from competing with the plants for moisture. A shallow soil depression into which water can be poured when drought threatens can also help. In some ways, a soil covering or mulch around these new plants is even better than cultivation.

Sometimes both mulch and the soil depression are used. Even with mulch, it is helpful to use water during exceptionally dry periods.

Also, flowering plants in pots or window boxes dry out much more quickly than those growing in a garden. They need more frequent waterings. Hanging baskets often need a daily watering.

Hardening-off Seedlings

Early-spring and late-winter sown seedlings that have spent their young lives in the unseasonable temperatures of a sunny window, hotbed or greenhouse are much too sensitive and tender to be moved to outdoor beds without a period of "hardening-off." The process is simple:

If seedlings have been grown in the house, put them outdoors during the warmer part of the day. Increase the time outdoors by about an hour each day. If they have been in the greenhouse, either follow the same plan, or increase the ventilation, or both. If their home is a hotbed or coldframe, raise the sash more and more each mild day—until you can leave it partially open all night.

—*Hank Smith*

50 Years Of Rural Electrification

The nation's rural electrification program is marking 50 years of success this month, celebrating the golden anniversary of its birth on May 11, 1935.

That's when President Franklin Roosevelt signed an order creating the Rural Electrification Administration to "initiate, administer and supervise" a program extending electric power to the rural areas.

Since then, the program has wrought a complete transformation of those areas, moving them into the mainstream of the American lifestyle.

To toast this milestone, *Carolina Country* has assembled various elements in a two-part special section, the first portion of which appears in the next several pages. The second installment will appear in the June issue.

Here's what you'll find in this issue:

- An article recalling the decade-long struggle of one U.S. senator to establish the Tennessee Valley Authority, which opened the way for the federal government to launch the rural electric program. Page 20.
- A review of the events leading up to and immediately following the start of the Rural Electrification Administration as part of FDR's New Deal. Page 22.
- Excerpts from interviews with North Carolinians, recalling rural life without electricity and the excitement of seeing "lights" come on in their homes for the first time. The interviews were taped as part of a statewide oral history project sponsored by the N.C. Association of Electric Cooperatives. The excerpts are among those to be included in a special 50th Anniversary oral history book. Page 26.

It All Began With TVA

The Tennessee Valley Authority, launched in 1933, involved the U.S. Government in the electric power business for the first time, setting the stage for its role in electrifying the nation's countryside.

It all began with TVA.

The electric power that later surged through hundreds of transmission lines, bringing the benefits and comforts of electricity to thousands of farm homes, began with an historic action of the United States Congress in 1933.

It was called the Norris Bill and it created the Tennessee Valley Authority (TVA).

The bill emerged from Congress on May 18, 1933 and was immediately signed into law by the newly elected president, Franklin D. Roosevelt. No one could have possibly known what changes in the life of rural America they were setting in motion that spring in the nation's capital.

That it had been accomplished was largely due to the ideas and persistence of one man, whose appearance and background hardly recommended him as a person who would change the way rural Americans lived.

His name was George W. Norris, a native of Ohio who went west as a young lawyer and ended up in Nebraska, where in time he became a state judge, and who in 1902 was elected to the U.S. House of Representatives.

After serving five terms in the House, he advanced to the U.S. Senate.

Norris had made a study of the country's system of rivers and was greatly interested in solving a national problem—the flooding that occurred frequently on the Mississippi River, with unfailing damage to people and property in its path, especially in those southern states near its mouth.

He wanted to build dams on the Mississippi's tributaries to control th flow from these smaller rivers int the larger one so that in flood times could be restrained and in drough times could be released as needed t provide a constant navigable waterwa

After signing the bill creating TVA, President Roosevelt presents the pen he used to Sen. George Norris, who had led a decade-long fight for the bill's passage.

He chose as his target the Tennesse River, which flows through Tennesse Kentucky and Alabama and emptie into the Ohio River near where th latter joins the Mississippi.

There was already one dam starte by the government on the Tennesse at Muscle Shoals in Alabama. It ha been begun in World War I, to manu facture nitrates needed to mak ammunition. When the war ende so did interest in the project.

Norris saw other benefits, besid flood control, in building such a sy tem. It could help with reforestatio and make better use of marginal land in the Tennessee Valley. It coul provide for agricultural and industri development.

And, last but certainly not leas the dams could be used to manu facture cheap, plentiful electric powe

It was this last aspect of his drea that almost cost him the ball game.

The privately owned electric pow companies immediately declared w on the idea of the U.S. governmen entering the business of manufa turing electric power.

Charges of socialism were hurle and the mild little Republican senat

from Nebraska was linked with the likes of Karl Marx.

But Norris persisted and, after a fight of seven years, he managed to get a bill authorizing the TVA through the Congress, only to have President Calvin Coolidge veto it.

He didn't quit then, but steered it through Congress again two years later. Then President Hoover vetoed it in a sharp, bitter message to Congress condemning the principles of the government operating power plants.

It was the power companies bitter opposition which had killed the Norris bills, although Norris said that electric power was only a by-product of the system he wanted.

"It was important because it would help the system pay the cost," he said, sounding like a prudent senator concerned with the national budget.

"We should commit an economic sin," he wrote later, "if we built large dams to control floods without utilizing the water to produce electric power."

Times changed. In 1929 the Great Depression struck, and in 1932 a new man entered the White House.

In 1933 the Norris Bill was passed again and was signed into law.

Norris, knowing the charges of socialism that he had been hearing for ten years, asked Roosevelt how he would deal with them.

"Oh," Roosevelt said with a laugh, "I'll just tell them this is neither fish nor fowl but that it will taste awfully good to the people in the Tennessee River Valley."

TVA succeeded beyond the most hopeful dreams of even George Norris, and in 1935 the REA was born, spreading the principle of government involvement in electric power business across the nation.

It may not have been fish or fowl, but it tasted very good indeed to rural Americans.

George Norris ended 40 years in the Congress, 30 of them spent in the Senate, in 1942.

During those years, his ideas and dogged perservance had brought the benefits of electric power to thousands of American families.

Carolina Country May 1985

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FDR's New Deal Brings Rural Electrification

In May, 1935, President Franklin Roosevelt signed an order establishing an agency to extend electric power into the nation's rural areas. The program it launched was to totally transform rural America.

Saturday, May 11, 1935, was just another spring day to millions of Americans. The send-a-dime chain letter craze was at its height. Rear Admiral Byrd returned from another trip to Antarctica and the Cleveland Indians and New York Giants led the major baseball leagues.

President Franklin D. Roosevelt rushed to finish the week's work before going fishing at the Woodmont Rod and Gun Club in the Blue Ridge Mountains.

One last task was especially important to the President: He signed Executive Order 7037, creating an agency to begin a program of rural electrification.

That signature would profoundly and forever transform rural America's society.

Roosevelt hoped to right a wrong he had resented since the mid-1920s, when he realized that the electricity at his cottage in Warm Springs, Ga., "was about four times what I paid at Hyde Park, New York."

Roosevelt would later call the Georgia resort "the birthplace of the Rural Electrification Administration."

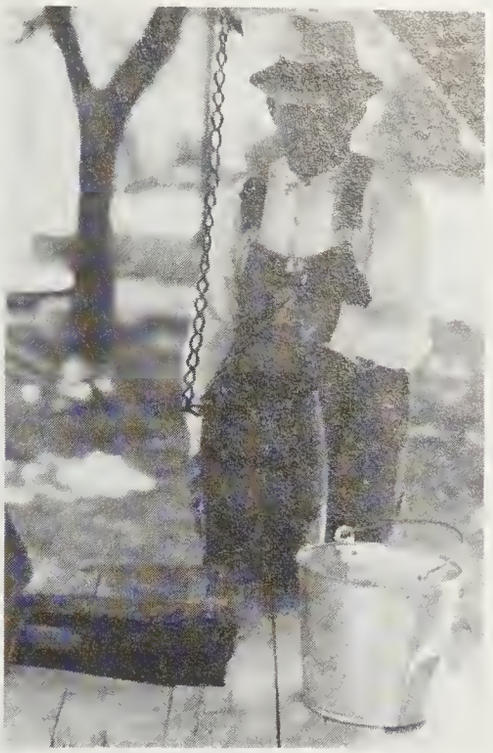
When Roosevelt signed the two-page, double-spaced order, only one farmer in 10 had electricity. Today about 1,000 rural electric cooperatives provide electricity for 25 million people on three-fourths of the land area of the United States.

The co-ops are consumer-owned businesses with nearly $50 billion worth of assets.

Building that network took tenacity, cleverness, politics and hard, physical work. To many, it was an impossible dream.

In rural houses the first light fro the first bare bulb often illuminate tears of joy and disbelief.

Executive Order 7037 resulted fro two compelling forces: an elite grou of progressive conservationists an



illions of farmers leading peasant-ke lives because city utilities consid-ed rural areas unprofitable.

Early in this century, President heodore Roosevelt appointed the ountry Life Commission to call atten-on to the increasing disparities be-veen rural and urban life. The com-ission grew out of the concern of fluential populists and reformers ho saw the drudgery of rural life as national disgrace in a country under-oing rapid industrialization and banization.

The report issued in 1909 suggested at cooperatives could be formed to ing electricity, telephones, highways d other improvements to the remote rts of the developing nation.

Gradually, those ideas caught on, stained by the desire of farm fami-s to share the benefits of modern e.

On the farm, the endless chores re all done by hand: hauling water, lking cows, grinding feed, sawing od.

Children squinted to study by kero-ne lamps. Women were round-ouldered and stooped at an early e as they spent their lives in eltering kitchens, hauling wood, iling water, canning, washing thes and ironing—work made initely harder without electricity.

ndividual states began seeking reme-dies as legislatures approved studies, agencies and modest aid programs. One notable effort was a sweeping plan to electrify rural Pennsylvania, developed by the progressive Philadelphia engineer Morris Llewellyn Cook. Although the legislature rejected the proposal, Cooke would be heard from again.

When Roosevelt signed the order establishing REA, only one farmer in 10 had electricity. Today, rural electric cooperatives provide electricity for 25 million people on three-fourths of the land area of the United States

In 1923 the electric power industry helped finance a demonstration near Red Wing, Minn., where a six-mile line was built to serve 20 farms.

The test showed that rural living conditions could be improved and that electricity reduced farm operating costs. Construction expenses were deemed prohibitive, however, at $2,000 to $3,000 for a mile of line.

As the droughts and poor harvests of the 1920s widened from rural despair to the Great Depression, Morris Cooke became a consultant for the Power Authority of the State of New York, which was set up to develop power from the St. Lawrence River.

Cooke and his study team found cheaper ways to build rural lines, saving as much as $1,500 a mile. But even that did not attract utilities to rural America.

Franklin Roosevelt entered the White House in 1933 on an explosion of activity intended to jolt the country out of its economic morass.

Among the first programs approved were the Tennessee Valley Authority, (see page 20 for details) the Civilian Conservation Corps and the Agricultural Adjustment Act.

Roosevelt also named Cooke to head the Mississippi Valley Commitee which was set up to solve regional flooding and drought problems.

As a member of the administration, Cooke continued his crusade for rural electrification. Farm groups helped by urging action to bring light to the countryside. Pressure also came from the Depression itself.

As unemployment held on, Roosevelt sought and received $100 million for rural electrification as part

Continued on page 24

Continued from page 23.

of a $5 billion public works relief bill.

The President decided there should be a separate agency to administer the program and by the end of April 1935, Cooke had set up a makeshift office in the basement of the Interior Department. A few weeks later, Roosevelt signed the Rural Electrification into existence.

But difficult hurdles remained.

Cooke first asked the power companies for a proposal. They suggested using the entire $100 million to connect just 247,000 of the nation's 5 million farmers—"the very few farms requiring electricity." Cooke was outraged.

The REA had received other proposals, however, from groups of farmers banding together. Cooke's skepticism of the cooperative ventures gave way as power company applications proposed unacceptably high rates. On July 22, Cooke approved the first four REA loans to the City of Dayton, Tenn.; Crisp Farmers Co-op of Cordele, Ga.; Boone County Rural Electric Membership Corp. of Lebanon, Ind. and Volunteer Electric Co-op of Decatur, Tenn.

On Feb. 15, 1936, Monroe County Electric Power Association of Amory, Miss., became the first electric co-op to go into operation.

Congress, concerned about the unclear status of the REA, passed the Rural Electrification Act of 1936, and Roosevelt signed the measure into law on May 21. The Act established REA as a lending agency for 10 years and authorized $40 million annually in loans.

Rural electrification was on its way. REA employees helped co-ops get organized and put together traveling tent shows to demonstrate appliances. Dedicated rural people went house-to-house to convince skeptical neighbors to part with the precious $5 signup fee.

At the outbreak of World War II in December, 1941, there were nearly 775 rural electric systems operating or under development. The war slowed progress, but in 1944 Roosevelt signed the Pace Act, which extended the life of the REA indefinitely. By 1948, more than 40,000 consumers a month were being connected to co-op lines.

Electricity is available in nearly every corner of the United States. The more than 1,000 rural electric systems have conquered problems of climate, distance and terrain. They have lightened the workloads of farmers and their families, but they have also increased agricultural productivity and stimulated rural development.

Since 1961, the efforts and init tives of the rural electric leaders local areas have helped start and pand more than 20,500 new comm cial, industrial and community facil projects, producing nearly a milli new jobs.

While doing this, rural electric s tems have established an envial repayment record.

By Oct. 1, 1984, REA had approv a total of $18.1 billion in direct a insured loans and $33.6 billion loan guarantees to rural elect systems. Through 1983, these syste had repaid more than $9 billion direct and insured loans, about billion in principal and $4 billion interest. Borrowers had also rep $7.2 billion on guaranteed loa including $6.4 billion in interest.

The Nation's rural electric syste continue to face challenging work meeting the special needs of a ru America undergoing great chan These systems reach fewer than f consumers along a mile of line, all while striving to overcome the di cult economics of vast distances a slim revenues.

It's a task that still requires the s of cooperative spirit that inspired beginnings of this program f decades ago.

Looking Back

North Carolinians recall the drudgery of life before rural electrification and the thrill of seeing those first power lines strung along country roads to ease their burdens and brighten their nights.

"It was very exciting. It just was unbelievable when you could go into a room and turn a switch on and get lights throughout the home."

Alvin Morrison
Statesville

"The only thing that bothered me was how that current came in. How did you measure it? Because it was new to us. I couldn't see how it was going to come out of the wire outside and into a home and you could do something with it. I was a little bit reluctant until I talked to people about it."

John Godwin
Pembroke

"The poles were strung through, and *here come electricity*! Oh, we were all so thrilled about it. Just look at the labor it saved us, getting our washing machines and our refrigerators."

Fredda Davis
Nathans Creek

"Some of 'em were even afraid of electricity. Some felt that the 'juice' was in the wire and if you did not have a light bulb in every socket, electricity would leak out and it would run your bill up."

Quentin Hussey
Asheboro

"One Saturday, I took about four men to pull the wire to one house. A bunch of their people had come in from Florida—must have been ten or twelve of them there that night. When we turned that power on, they had everything hooked up in the house and she flashed up! I've never heard such hollering and laughing in this world. You know, we had to come in and eat supper with 'em. They had the dernd'est supper you ever seen. They seemed to be the proudest of any people I ever seen in my life."

Pat Patterson
Highlands

"I saw them out there the day before, and we were all so excited the next day in school that we couldn't hardly set down. Couldn't wait to get home and turn on them lights. We had the ones with a string that you pull. I know we probably pulled them a hundred times a day 'til we got used to it."

Shirley Collier
Hope Mills

"To think about setting over there in the dark for years and years and trying to read by oil lamp. We thought we had pretty good lights until we got electricity. Then we realized we hadn't any light at all."

Sam Oswalt
Statesville

"The thing I recall was the brightness of the light. When you have been accustomed to a kerosene lamp, one 60-watt bulb in the center of a room just lit the whole place up. The dimness of a kerosene lamp as compared with an electric bulb—that was one of the most striking things to me."

David Bateman
Tyner

"It's better *now*. We like to talk about the good old days, but if you actually got down to it, if you put any person—I don't care *who* it was—back in the 'good old days,' they would not last 24 hours. They'd come right back to the present."

Linwood Stephenson
Wake Forest

"You can't tell a younger generation how times was back then. They just wouldn't believe it, that's all there is to it. A lot of people talk about them being the good old days, but I expect that *today's* the good old days."

Joe Pendry
Boonville

"Electricity saved a lot of fuel, a lot of wood. You had to heat your stove to heat your irons. In the summertime you tried your best to iron some in the morning when you were getting breakfast and some when you were cooking your next meal to save wood."

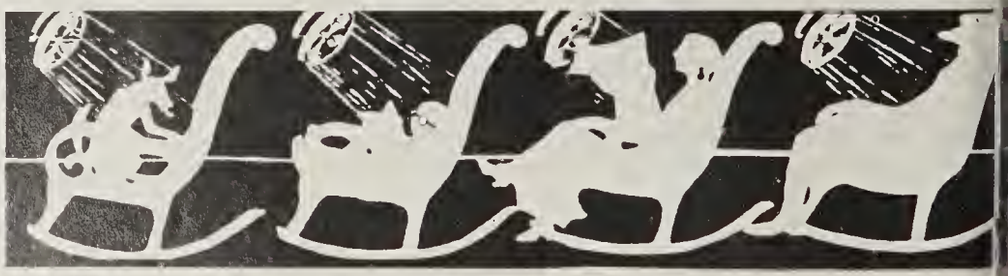
Mary Jane Morgan
Candler

"We had the first radio in the community here. People in the neighborhood would come in—our living room would be just *full* of people listening to that radio. Before we had the radio, we didn't know much about people in the rest of the world. Having that radio made you a citizen of the *whole world* instead of just this little valley here."

Fredda Davis
Nathans Creek

They got the REA where they couldn't get the power company to go to them at the time. That's why it meant so much to put REA through. They went to the people. They serve *all* the people. And we like it."

Gerald Whitehurst
Straits



"We had a washpot, very familiar around the countryside in those days. You built a fire around his washpot and put your clothes in. Clothes were scrubbed on a washboard, then boiled in the washpot to finish the cleaning. It was tiresome work."

David Bateman
Tyner

"We got electricity one day and the first night the lights worked all right. The second night, they went out and we had to go back to our lamps. It seemed then as if we had been having electricity all the time—when we'd only had it *one night*! That's just how important electricity was to us at that time."

Nathan Murray
Greenevers

"After electricity came, my aunt had a radio. She was a real religious person, and she thought it was a sin to listen to anything on it except preaching or gospel music. So if you ever did get it, you had to sneak someplace and just turn it on real quick and listen until you thought she was coming. Then you'd cut it off, put it back, and *run*! But for some reason, it wasn't a sin on Saturday night to listen to the 'Grand Ol' Opry' on that radio.!"

Shirley Collier
Hope Mills

"Just as soon as I could do it, we got an electric water heater so that you could have hot water any time you wanted. I thought that was one of the most wonderful things I knew of. I was a grown man by that time. It was just wonderful to come to the house and take a bath and you had hot water."

W. Kitchin Benson
Battleboro

"I remember when the day came that I got an electric iron. I think I've never had *anything*, even my microwave, that thrilled me like that iron."

Pearl Yates
Waynesville

"I remember grandma ironing with her first electric iron. She'd plug in her iron and let it get good and hot. Test it to see if it was hot enough. Then she'd pull the plug out of the wall and *iron as fast as she could!* She'd unplug it, iron until it got too cold, then she'd plug it back in again and let it reheat. It's funny now, but we'd never seen anything like that then."

Mary Dryman
Highlands

"We got our refrigerator, believe it or not, about *three months* before we had our power. We bought a refrigerator on credit that fall and we were going to get our power in the spring. We had this refrigerator sitting in the kitchen, ready when we got the power. And that's the only appliance we had for at least two or three years."

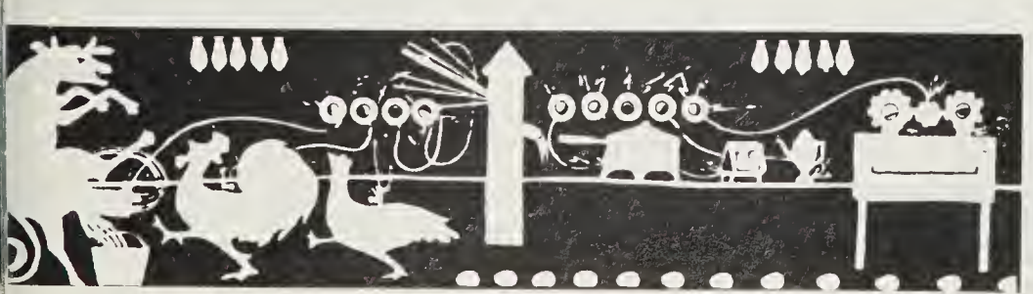
Hubert Prevatte
Pembroke

"What changed the whole outlook was the coming of electricity. It was like coming out of the dark ages. Those appliances might not have made the workload much lighter, but it made it a *whole lot* more enjoyable. Gave the farm wife a better outlook—and a little prestige."

Edythe Hollowell Jones
Tarboro

"If there's anything that electricity did for rural life that stands out in my mind above all other things, it was the providing of running water and refrigeration."

Gwyn Price
Warrensville



"Scissors pictures," by Martha Bensley Bruere from "Light and Power: Planning the Electrical Future," Survey, March 1, 1932.

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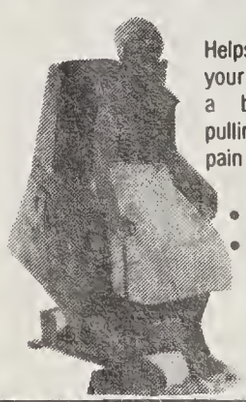

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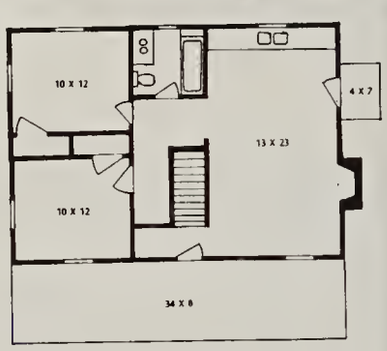

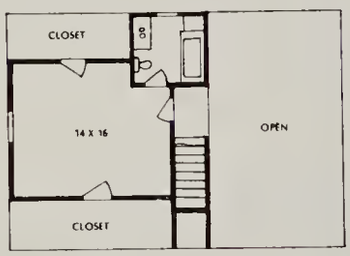

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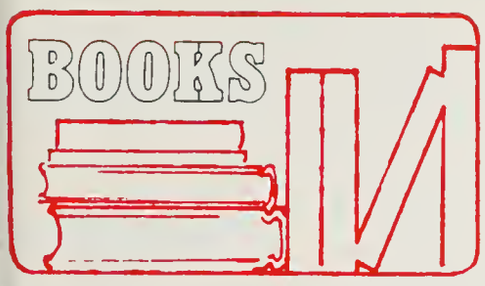

Roanoke Island: The Beginnings Of English America by David Stick. University of North Carolina Press. 266 pages. $15.62 hardbound, $6.22 paperback.

With all the interest that has been focused on the 400th anniversary of the explorations that culminated in The Lost Colony, this new book by an acknowledged master of the Outer Banks is a most useful addition.

David Stick has, of course, written numerous contemporary books on this geographic area, including *The Outer Banks of North Carolina* and *Graveyard of the Atlantic* and he shows the same dedication in this history.

This treatment not only includes the most familiar topic, the settlement on Roanoke Island where Eleanor Dare gave birth to Virginia Dare, but also sets the stage for that event. There were several "lost" groups, including some with only a few Englishmen involved, and further south the Spaniards were numerous and active. So we learn how Walter Ralegh first mounted some ambitious efforts in the direction of "Virginia" and how the seamen he sent were often more interested in capturing Spanish ships than in pure exploration.

We also read tales of friendship as well as hostility toward the native Indians, who were often sensible enough to retaliate in kind: friendship with friendship, hostility (often with slaughter) with hostility.

As the thorough scholar he has proved himself to be, David Stick explores several of the forever unanswerable questions about The Lost Colony, but presents plausible possibilities. There seems to be considerable evidence that the unfriendly Indian named Powhatan was probably prominently involved in the disappearance of the Englishmen, particularly the adult males. (Indians sometimes adopted children and their mothers.)

It is made clear that the Lost Colony group was shamefully neglected for years by their British sponsors. Even Sir Walter Ralegh lost interest and concentrated more on a settlement in what is now South America.

This book has an excellent selection of current drawings and illustrations that help explain the material covered and even has contemporary maps that you may compare with the ones going back to 1588 and similar years.

Roanoke Island would be a welcome addition to the collection of anyone who is seriously interested in North Carolina's foundations.

—Frank Jeter Jr.

Helms & Hunt by William D. Snider. University of North Carolina Press. 15 pages. $9.50.

If you enjoy politics as either a spectator or participant, as so many North Carolinians do, then we have some "must" reading for you. This new book, subtitled "The North Carolina Senate Race, 1984" is a fascinating account of The Election, as many of us call it.

William D. Snider, retired editor of *The Greensboro Daily News*, was an excellent person to take on this writing job. And don't be mislead. He did not "rush into print" with his narrative about Sen. Jesse Helms and Gov. James B. Hunt.

There is much evidence of detailed research about this subject matter. No matter how closely you followed the prolonged pre-election battle, the most expensive U.S. Senate race in history, you are sure to find some new points in this book.

Snider goes back to the roots of the two native North Carolinians, with revealing passages about how they came to be faced off in the Senate race. He traces the paths each followed to gain a position of preeminence in state politics, and how their philosophies were molded. And he reveals how other politicians chose up sides for the 1984 vote.

He also touches some of the television and other political advertising which backers of both candidates call "hard-hitting" but which many prefer to describe in far harsher terms.

With his personal understanding of political currents in North Carolina, Snider does a very competent job. That's what makes this a useful book to read, ponder and keep for future reference. He covers campaign strategies, the famous series of debates and also the effect that the national presidential candidates of both parties had on North Carolina's vote.

—Frank Jeter Jr.

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National Institutions Tap North Carolina "Connection" To Celebrate Anniversaries

By coincidence, North Carolina is currently helping the nation celebrate anniversaries that mark the beginnings of two separate institutions which have helped to shape today's American lifestyle.

The anniversaries toast 50 years of rural electrification and the start of the "fast food" era at McDonald's 30 years ago.

North Carolina's role in the national celebration of the rural electric program's golden anniversary is centered at the popular Smithsonian Institution in Washington, which has installed an exhibit to commemorate the anniversary.

When the exhibit opened April 26, special ceremonies there included a slide-tape presentation using excerpts from oral history interviews with various North Carolinians.

Now, as we go to press, plans are being made for the Smithsonian's special anniversary commemoration to include the audio-visual as well as "live" oral history interviews with three Tar Heels. These events are scheduled for May 11.

President Franklin Roosevelt signed an executive order establishing the Rural Electrification Administration on May 11, 1935.

The interviews are to involve Gwyn Price of Warrensville in Ashe County, who helped many North Carolina electric co-ops get organized in his role as head of the N.C. Rural Electrification Authority. He was also a founding director of Blue Ridge Electric Membership Corporation, Lenoir.

Also participating are two women who helped in the initial formation of Albemarle EMC, Hertford: Mrs. W. R. (Annie) Lowry of Elizabeth City (who was profiled in a *Carolina Country* story last February) and Mrs. W. D. Elliott of Tyner in Chowan County.

The three Tar Heels were selected for the interview session because they had participated in the oral history project, recalling the era before power was extended into the rural areas and the impact electricity had on rural people once the electric co-ops were organized.

Thus far, about 55 interviews have been taped in the oral history project, which was sponsored by the N.C. Association of Electric Cooperatives as part of its observance of REA's 50th Anniversary, with assistance from the N.C. Humanities Committee.

Excerpts from some of these interviews are included in our special 50th Anniversary section, which begins on Page 19.

Meanwhile, the Smithsonian's North Carolina "connection" could be extended with additional showings of the oral history audio-visual and through distribution of a book drawing from the same interviews, but these plans remain unsettled.

McDonald's Tar Heel "connection" has taken the form of a distinctive new outlet on Raleigh's Hillsborough Street.

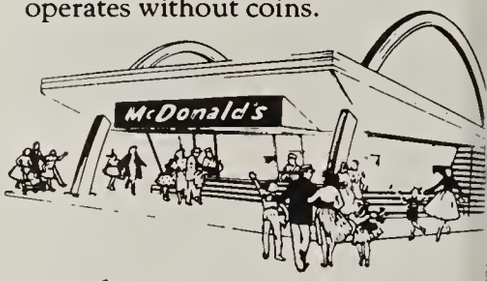
It's unlike any other McDonald's anywhere, using a theme from the era of ducktails and "pegged" pants, when those golden arches first began dotting the nation's landscape.

After seeking a Hillsborough Street location for the past 10-12 years, McDonald's took over a vacant movie theatre there, directly across from N.C. State University.

As part of the chain's 30th Anniversary activities, the theatre was transformed into a gleaming eating emporium that's light years removed from those first drive-in McDonald's.

Retaining the theatre motif, it features a center aisle and a couple of small scale "silver screens" where old movies are shown regularly.

The '50s theme, which had been used successfully at a Chicago McDonald's, especially dominates the building's "wings." One has a wall covered with hubcaps from cars of that period. The other is decorated with old movie posters and offers '50s music on a juke box that operates without coins.



As McDonald's celebrates its 30th Anniversary, the famous golden arches have undergone quite a transformation through the years. They appear only in the restaurant's name outside a unique new McDonald's in Raleigh that's been a focal point of the anniversary celebration.

Outside, the marquee remains intact, now permanently billing McDonald's as the featured attraction.

With the opening of this outlet, McDonald's is celebrating its 30th Anniversary at 8,300 restaurants in 32 countries—210 of them in North Carolina.

Unfortunately, the celebration hasn't revived the feature that was as much a part of the chain's original marketplace appeal as its quick service—the numbers on the right side of the menu: hamburgers, 15 cents; cheeseburgers, 19 cents; milk shakes, 20 cents; soft drinks, 10 cents.

—*Owen Bishop*

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